



Budget



Total
2025

 JR	\$42,000
 Social Media Paid	\$6,900
 Influencers (based on last year's budget)	\$8,000
 Magazines PR?	\$21,850
 Website	\$25,000
 Web Maintenance + SEO	\$6,000
 Contact List Acquisition (waiting on Thomas Net and Nutraceuticals World)	\$14,995
 Martech: HubSpot, Canva, Meltwater (waiting)	\$16,262 + 24,762
 Services: HubSpot Support	\$3,500
 Continuous Improvement: Inbound	\$3,399
 Total	\$172,668

Marketing Budget

Martech

	Annual Cost	Monthly Cost	Subscription	Start/End	Seats
 HubSpot Hubs	\$16,143.75	\$1,345.31	annual	Feb 28th 2024 - Feb 27th 2025	5 sales seats, unlimited basic seats
 Canva	\$119.99	9.99	annual	November 22nd 2023- November 21st 2024	1
 Miro Boards	Free				
 Meltwater/Klear	8,500				1
 Zoom Info Thomas Net Nutraceuticals World	\$14,995 Requested a meeting Requested a meeting				

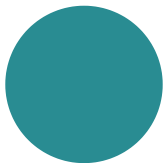
Marketing Budget

Website

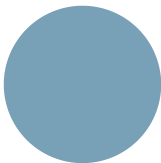
		Cost	Project timeline/ Maintenance	Start/End	
	Website	\$25,000	6-8 weeks	March?	
	Web Monthly Maintenance and marketing assistance	\$500/\$6000 yr	monthly	May	

Marketing Budget

Agencies/Service



Monthly/
per project



Annually

	Web Updates	\$3,500	\$36,000
	Brand Story Cornerstone Longform Infographic 1x1 infographic		
HubSpot Support	Sales/Mkt Alignment	\$3,500	

Continuous Improvement

Education



Ticket Cost



Hotel



Flight



**Transportation
Uber + Meals**



HubSpot Conference
Inbound (Sept 2-5) - if
booked ahead: \$3,399

\$1,999	\$800	\$300	\$300
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